







Colorado Wine Industry Development **Board Update:** "New Terroir to

Explore" 20 Years Out

Doug Caskey, executive director CO Wine Industry Development Board

CWIDB FY 2018 and 2019 YTD Revenues and Expenditures

COLORADO WINE.

coloradowine.com/trade-resources/colorado-wine-industry-development-board/?fwp_trade_resource_category=financial-documents

FY	Prod Tax	Wine Fee (all)	Winery Fee (CO)	Misc Rev (Reimb Exp)	Admin	Research + Quality	Mktg, incl Ads + PR	Totals
<u>2018</u>								
Rev	18,197.70↓	730,914.18–	48,251.42↓	14,305.00↑				\$797,363.30\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
Expend					243,149.02	220,670.76	314,264.18	(\$778,083.96)
% Exp Def Rev					31.25%	28.36%	40.39%	\$19,279.67 deferred revenue
<u>2019</u>								
Rev	15,828.58↑	375,927.48↑	36,802.69↑	28,570.00 incl CO Uncork tix				\$428,558.75 From wine fees
Expend Thru Nov					101,732.36	58,409.71	122,944.49	(\$283,086.56)
% YTD Exp					35.94%	20.63% Thru Oct	43.43%	

New Ag Commissioner Kate Greenberg





- Recently, Western Program Director for National Young Farmers Coalition (NYFC) in Durango, where she was involved in water issues
- worked with producers to reshape policies at state and federal levels that will enable more family producers to make a living for themselves, including:
 - farmland affordability,
 - agriculture education
 - access to capital and credit
 - Food Safety Modernization Act compliance.
- Attended Whitman College in Walla Walla
- Volunteered at Frog's Leap

CWIDB's Strategic Goals

Updated August 12, 2018

coloradowine.com; trade resources; CWIDB; Minutes

• Mission:

➤ To promote and develop the growth and quality of the Colorado wine industry through marketing, research and education.

Vision:

> Our long-term ambition is for Colorado to be recognized globally as a premier wine experience.

Strategic Priorities:

- ➤ Foster greater cooperation, communication and participation within the wine industry.
- ➤ Promote the effective relationships with beverage wholesalers, retailers, restaurants and other complementary industry partners.
- ➤ Elevate, develop and energize the Colorado wine brand.
- ➤ Provide appropriate resources and education to Colorado vineyards and wineries so that they may achieve economic viability.

CWIDB Committee and Program Area Goals

1. Business & Economic Development

- ➤To facilitate the financial sustainability of all Colorado wineries and vineyards.
- Insure producers have the skills and resources to develop economically sustainable resilient and adaptable businesses.
- Improve access to market and increase market knowledge.
- ➤ Encourage capital investment for wineries and vineyards.

CWIDB Committee and Program Area Goals, cont'd



2. Quality

- ➤ Encourage collaboration between winemakers and grape-growers to pursue and identify increased quality standards for wine grapes.
- ➤ Educate winemakers and winery staff on where CO wines fit in the global market.
- ➤ Measure Wine quality improvement.

3. Marketing

➤ Move more wine

CWIDB Committee and Program Area Goals, cont'd



4. Research

- > Identify the right grapes for the right places
- Identify best practices for managing phylloxera
- ➤ Maintain vigilance of potential and future pests
- ➤ Provide tools to enable growers/wineries to prosper in a high-desert environment
- ➤ Effectively communicate the results and applications of research to the industry
- Proving new varieties and techniques with enological research
- Consumer research to Identify new ways and opportunities to expand the Colorado wine industry

CWIDB Projects

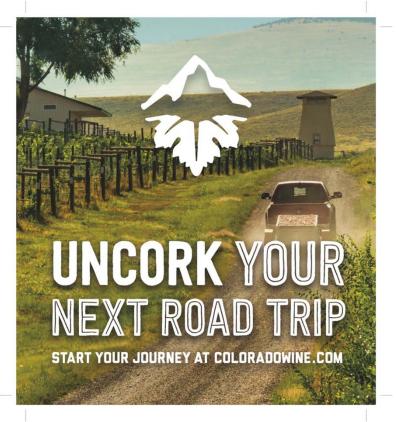
PROJECT	Biz & Econ Development	Quality Improvement	Marketing	Research
Monthly grower conference calls	Х	X		X
Vit Extension Specialist (SCBG)	X	X		X
Marketing/PR Contractor			X	
CTO Mktg Grant: Wine Enthus Ad			Х	
CSU State Viticulturist and Enologist		Х		X
TTB & Labeling Seminar, 2/19	Х	Х		
Gov's Cup Competition & CO Uncorked		х	Х	
TODS Hwy Signs	Х		Х	

CWIDB Media Buys Overview for FY 2018-19:



Cultivator Advertising & Design plus Explore Communications

- 2018 Summer Billboard Recap
- 2018 Summer Social Media Recap
- 2018 Holiday Denver International Airport Recap
- FY19 Colorado Wine Board Media Campaign





2018 Summer Billboard and Social Media Recap



Located at 6th Ave Via/Osage Ns 500 ft E/O I-25

Flight Dates: 5/21/18 - 6/17/18

Total Impressions: 1,537,656

Website traffic:

> Total sessions: 15,683

➤ Direct traffic: 3,629







Located at 20th St NS 100 ft W/O Stout

• Flight Dates: 5/21/18 - 6/17/18

• Total Impressions: 323,728

Website traffic:

> Total sessions: 15,683

➤ Direct traffic: 3,629





Located at Auraria 500' E/O I-25



• Flight Dates: 6/4/18 - 7/1/18

• Impressions: 201,904

Website traffic:

Total sessions: 8,970Direct traffic: 2,169





Located at I-70 Ns .5 miles W/O Kipling

• Flight Dates: 6/4/18 - 7/1/18

• Impressions: 1,274,769

Website traffic:

> Total sessions: 8,970

➤ Direct traffic: 2,169





Located at Leetsdale 6625 Ns 500' E/O Monaco (close to King Soopers liquor store)



• Flight Dates: 6/25/18 - 7/22/18

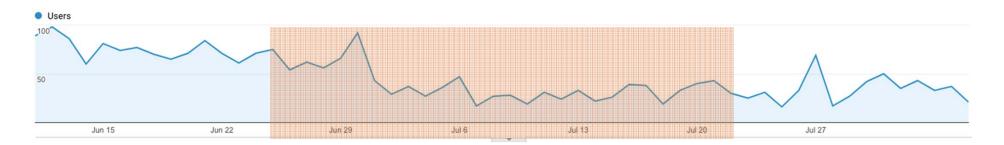
• Impressions: 904,725

Website traffic:

> Total sessions: 5,496

➤ Direct traffic: 1,214





Located at South Santa Fe 1136 Es S/O Mississippi



• Flight Dates: 6/25/18 - 7/22/18

• Impressions: 1,379,265

Website traffic:

> Total sessions: 5,496

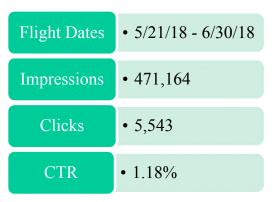
➤ Direct traffic: 1,214

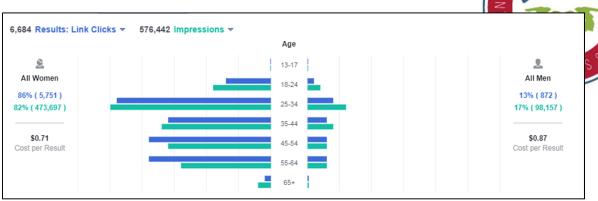




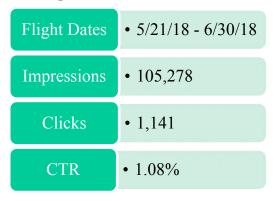
Summer Social Media Overview

Facebook Overview





Instagram Overview







• Total sessions: 12,981



Social media traffic users during flight dates (in orange):

• Social media traffic: 5,175 (84% from Facebook) Users 200 100 May 8 Jul 3

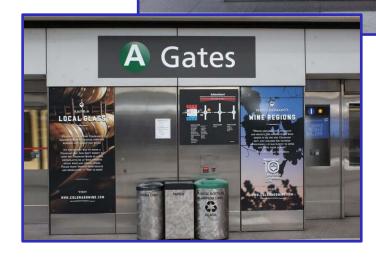






Holiday 2018 Denver Int'l Airport Train Station Installations





DEN Train Station Domination Inbound - Concourse A

Total Impressions: 3,614,814

Flight Dates: 11/5/18-12/2/18



Total Impressions: 5,506,318

Flight Dates: 11/5/18-12/2/18

DEN Bonus Dioramas Added Value

- Added value placements
- Total Impressions: 9,000,000
- Flight Dates: 11/21/18 Still Posted





Website Traffic during DEN Installations

Trains Station Dominations

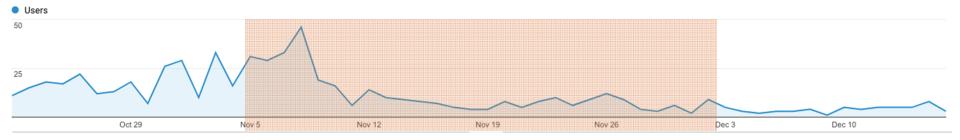
> Flight Dates: 11/5/18-12/2/18

> Website traffic:

• Total sessions: 4,353

Direct mobile traffic: 879 (44% mobile users)

Direct traffic mobile users during flight dates (in orange):



- Bonus Dioramas
 - Flight Dates: 11/21/18 Still Posted (as of 12/21/18)
 - ➤ Website traffic (as of 12/21/18):
 - Total sessions: 1,802
 - Direct mobile traffic: x (196% mobile users)



FY19 Colorado Wine Board Media Plan Campaign



EXPLORE COMMUNICATIONS														Co	olorac		ne In Iedia						oard	l											
11/5/2018			_													FY	/19																_		
	2018 2019																																		
[Jul-1 25 2 9	8	A	ug-18	20 27	Sep	0-18	24 4	Oc	1-18	2 20	Nov-	18	20	Dec-	18	4 24	Jan-1	19	20	Feb-19	140	25 4	Mar-19	10 05		Apr-19	20 0	May	19	07 0	Jun-19	47 04	Total	Estimated
Holidays	25 2 9	16 23	30 6	0 [13]		abor Day		24 1	1 0	15 2		iov. Cup		20	3 10		AAS NYE		14 21	28	4 11	16	25 4	111	16 25	1	0 15	22 2	9 0		morial Da		1/ 24	Units/Impressions	Impression
Out-of-Home High Profile Billboards #03-3066 - 6th Ave E/O L70 #02-2097 - Kalamath S/O 6th Ave #02-2180 - S. Colorado Blvd N/O Cherry Creek Drive North #04-4035 - L70 W/O Sheridan Denver International Airport Train Station Domination (Inbound - Concourse A) Train Station Domination (Outbound - Concourse C) Dioramas - Space avail. Bonus Production/Install													\$22,200																		\$25.54	11		1 1 1 1 1	1,002,596 1,704,668 804,300 1,352,040 3,614,814 5,506,318 9,000,000
Digital Programmatic Display Banner Ads (300x250, 728x90, 160x600, 320x50) Ad Serving Social Facebook & Instagram Ads Newsfeed, RHR, Audience Network																															\$7,460	\$5,000		1,444,000 555,556	1,444,000
THE PARTY CONTROL TO THE PARTY OF THE PARTY																																		666,666	1,100,00

WINE ENTHUSIAST









Worth exploring for its beauty and bounty, this high-altitude wine region is on the rise. Colorado isn't just paradise for outdoor adventurers—it has plenty to offer any wine lover as well. At over 4,000 feet in elevation, Grand Junction and Colorado's Grand Valley AVA should also be high on your must-visit list. Rocky

Governor's Cup Judging Sept. 7-9, 2018

- www.coloradowine.com/uncorked
- ➤ Metro State University of Denver, Hospitality Learning Ctr.
- > 344 entries from 49 wineries (+5% over 2017)
- ➤ 16 judges from Denver metro area (7), Colorado (2) and out-of-state (9): 3 MWs, 2 MS's, and one wine industry legend, Warren Winiarski (below left in center)
- Medals: 11 Double Golds (3.2%), 18 Golds (4.94%), 110 Silver (31.98%) and 127 Bronze (36.92%)
- > Governor's Collection, 13 wines to represent CO wine industry (below right)
- > Costs: \$25,850; Entry fees taken in: \$11,840





Colorado Uncorked, November 8, 2018

- > www.coloradowine.com/uncorked
- ➤ History Colorado Center, Denver
- ➤ Tickets: 508 including comps/media giveaways (156) and VIPs (86)
- ➤ Event Expenses and Revenue
 - Tickets sales revenue: \$17,370
 - Banquet, event & food costs: \$15,202
 - Media "sponsorship" fees: \$14,272
 - Cultivator design work: \$10,000
- PR coverage of this event: 4.6 million impressions valued at \$43,395
- CAVE recognized Rep. Herod as Legislative Friend of the CO Wine Industry
- Best of Show (Governor's Cup) presented by Ag Commissioner Don Brow to Bookcliff Vineyards of Boulder for their 2015 Colorado Cab Franc Reserve





CWIDB Public Relations By the Numbers, Calendar 2018

■Total PR Hits: 105

■Total Circulation: **204,099,793**

■Total Media Value: **\$1,914,555**

2018 PR Initiatives

- Colorado Wine for Valentine's Day
- Wine Enthusiast Accolades
- National Wine Day
- Wine Cocktails for Summer
- **■** Friends of Wine Release
- **■** Governor's Cup Competition
 - Judging Process
 - **■** Chef Pairings
 - **■** Winning Wines
- Holiday Food Pairings with Colorado Wine
- Media/Spokesperson Training
- **■** Colorado Craft Media FAM
- **■** Engineers in Colorado Wine Industry
- Colorado Governor's Conference Tasting

+ Holiday Wine Coverage



Colorado Wines for Valentine's Day

POSTED 3:15 PM 1ANUARY 31 2018 BY MI ATSIS224







Holiday Food Pairings



+ National Drink Wine Day

(Wine Cocktails)

In Good Taste Denver

Eat . Do . See



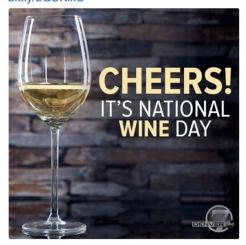






Happy National Wine Day!

In the spirit of the day, here are 10 of Colorado's top rated wineries: bit.ly/2GONixC



10:05 AM - 25 May 2018



Toast with these Colorado Wines on National Wine Day

Bottoms up!

ottoms up? Carrie Dow on May 22, 2018 in Wine for Infinite Monkey Theorem



Friday, May 25, is not only the start of Memorial Day weekend, it is **National Wine Day!** What better way to kick off a three-day weekend than by enjoying a glass of your favorite Colorado vino. The Colorado Wine Board has a selection of fabulous regional times to satiate your palate. You can even get creative and make these refreshing wine cocktails for your weekend parties. All of these wines are 2017 Governor's Cup winners and can be found in stores all over the Front Range. Raise a glass to the great wines that Colorado has to offer.

Mile High Mimosas

If you're making Mimosas this weekend, consider using Denver's own Infinite Monkey Theorem Sparkling Wine to monkey up your traditional brunch cocktail.

olorado Kalimotxo

The Kalimotoo is a cocktail consisting of equal parts red wine and a cola-based soft drink. To make a Colorado version of this Spanish cocktail, try the 2015 Merlot from The Winery at Holy Cross.

Tinto de Verano Colorado

This summery drink is similar to sangria and also popular in Spain. Use award-winning

Tyrannosaurus Red from Carlson Vineyards mixed with Sprite or 7 Up.

Western Slope Sangria

Sangria's are a great way to celebrate National Wine Day. Try making yours with Sweetheart Red by Grand Junction winery Whitewater Hill to give it a Colorado feel.

Rocky Mountain Raspberry and Tonic

Try a wine twist on traditional tonic drinks with Colorado Cellars Raspberry Wine. Garnish with mint and raspberries to top off National Wine Day.



Colorado Wine for Summer Sipping

Westword

Ten Great Colorado Products for **Summer Snacking and Sipping**

LINNEA COVINGTON | JUNE 6, 2018 | 11:55AM



Colterris Winery now cans its wine, dubbing it Canterris.

Colterris Winery Canterris Canned Wine

High-end wine in a can might be one of the smartest moves winery has made. You can pack it in your camping cooler of on it at the park. And since there's no glass, it's safe to drink of the grapes found in this winery's vino are grown in-state carry your Canterris can with Colorado pride. Imbibers can red blend, a white blend and a rosé made from cabernet sau Look for it at liquor stores around the city.



Infinite Monkey Theorem's Canned Bubble Universe

Wine in a can isn't new for Infinite Monkey Theorem, but the urban winery just launched its sparkling riesling in aluminum for the first time. Expect to cool off with bright notes of Mever lemon, lime, peach and crisp green apple as you crush a can at that cookout this summer. Another way to make IMT part of your summer drinking is by joining the new Can Club, which entails four four-packs of a variety of canned wine each month for \$48 (plus \$10 shipping). Who says beer is the only summer cooler in a can? Wine is where it's at, and with IMT's Bubble Universe, you can take the party to any location - champagne flute be damned.



Five Easy-To-Make Wine Cocktails Perfect for

Use these Colorado wines to keep you cool in the Colorado heat

Summer officially makes its arrival next month, and the patios are calling. The sweltering Colorado sun is sure to leave you craving something cold, sweet, and delicious. If you're looking for something a little edgier than your usual pitcher of lemonade, we've got some options. Check out these summer cocktails featuring Colorado wines that are perfect to serve up and cool down with all the way through

A Classic Mimosa Featuring Infinite Monkey Theorem's Sparkling Wine

Start off with a refreshing, easy-to-make classic; the mimosa, Using Infinite Monkey's Bubble Universe, showcasing hints of crisp apple, craft your cocktail with one part sparkling wine and one part orange juice. The fruity combination is perfect alongside breakfast on a dewy summer mo



A Kalimotxo Featuring Merlot from The Winery at Holy Cross Abbey

Tucked away on the historic grounds of Holy Cross Abbey in Cañon City, Colorado, this winery attracts visitors from across the state and the country. With a selection of 15 different wines. The Winery at Holy Cross Abbey offers everything from a cool. sweet Apple Blossom white to a deep, rich Bordeaux-style red blend. The winery's signature Merlot mixes perfectly with equal parts wine and cola over ice to make a sweet, summer evening treat.



Tinto de Verano Featuring Carlson Vineyards'

meets this dry, slightly-oaked, medium-bodied red, from the homey Palisade winery. The Tinto de Verano (translating to "red wine of summer"), is a must-have when the weather's warm. Serve over ice and garnished with a lemon wedge



Sangria Featuring Whitewater Hill's Sweetheart Red

This red wine was created for sangrias, boasting a fruity flavor with pops of strawberry, raspberry, and pomegranate to tickle your palate. For a flawless sangria, combine chopped apples, oranges, peaches, and berries with equal parts red wine and sparkling water, and a splash of fresh lime juice. Add a dash of Brandy if you're feeling particularly adventurous, and with drink in hand, you'll melt into the



Raspberry and Tonic Featuring Colorado Cellars' Raspberry Wine

Experience the full flavor spectrum with the intensely sweet and tart notes of raspberry in this Colorado Cellars fruit wine. Capture summer in a glass using three parts raspberry wine and two parts tonic and garnishing with a mint. Try this chilled delight with salads, brownies, or seafood dishes.

+ Colorado Governor's Cup Coverage

303MAGAZINE



5280

18 (!) Fantastic Foodie Events Coming to Colorado in November

Colorado Uncorked Presents the Best of Colorado Wine | November 8

If you want to taste the best in Colorado-made wines—and trust us, you do—don't miss this public tasting of the 2018 Governor's Cup wine collection (the 13 best wines Centennial State winemakers have to offer). These wines, which were selected by wine pros after tasting 344 vino submissions, will be available for tasting alongside small bites prepared by Colorado chefs. Not a bad way to spend a night. (Please take a ride share.) \$45 for general admission; 7 p.m., 1200 Broadway

Westword



ohn Garlich (front left) and Ulla Merz (center) of Bookcliff Vineyards accept the 2018 Governor's Cup

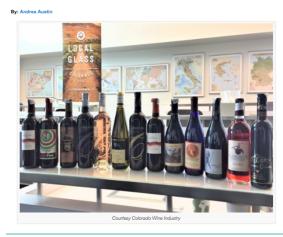
Krista Kaf

Bookcliff Vineyards Takes Home 2018 Governor's Cup

+ Colorado Governor's Cup Coverage Cont.

denver life

The 2018 Governor's Cup Winners Uncorked









12 November Food and Drink Events to Add to your Calendar

Plus a few artisan markets to get your holiday shopping started

The holidays are officially upon us. There, we said it. So before your schedule fills up with holiday parties, out-of-town relatives, and about two dozen trips to the mall, get these November events on your calendar. From paired dinners to cocktail classes to artisan markets, make some space for a little "you time" this month.

Governor's Cup Wine Tasting





Top 10 Wine Getaways of 2018

Where to Taste

The Grand Valley AVA is the oldest and largest American Viticultural Area in Colorado. Two Rivers Winery and Chateau isn't just a great place stay—you won't want to miss their wines either. Several wineries are located in nearby Palisade, including Colorado Cellars, the oldest and largest winery in the state. Enjoy a stroll through the rose garden with a glass in hand at Varaison Vineyards or check out the laid-back vibe at Red Fox Cellars. While in Palisade, take a break from wine and sample the ciders at Talbott's Cider Co. Be sure to try the IPC Hopped Hard Cider and the Grow a Pear Perry, made with a splash of Riesling.

When to Go

The best time to visit is during peach season, July through September, when you can also spot lush grape-laden vines throughout the vineyards.

VOGUE



Beyond Napa: 7 Emerging American Wine Regions to Visit Now

Grand Valley, Colorado

Colorado's Front Range tends to get most of the attention from tourism, whether it's visiting makers in Fort Collins, getting outdoorsy in Boulder, or winter sporting at any of the state's top-notch mountain resorts. But if you drive just a few hours west from Denver (or take a quick flight over to Grand Junction), you'll arrive in the Grand Valley AVA, where the landscape is dramatically different from anywhere else in the state. There are rivers, canyons, mesas, and mountains to explore, as well as some 22 up-and-coming wineries in one of the country's most exciting yet unknown wine regions. The Wine Country Inn sits amidst 21 acres of vineyards, and uses the grapes from those vines to create their own signature wines. Over a dozen other wineries are all within biking distance. Don't leave without sampling the wines at Red Fox Cellars, Colterris, and Carlson Vineyards, or without having a sublime wine-paired dinner at the hyper-local, super-seasonal Bin 707.







Colorado's Grand Valley is home to more than 20 wineries and vineyards known for producing some of the state's best wines. Situated 4,700 feet above sea level with some 300 days of sunshine per year, the microclimate here yields wine grapes with intense flavor.

Photo courtesy of Denise Chambers/Miles / Colorado Tourism Office



Your Food And Drink Guide To Palisade, Colorado



Colorado's awe-inspiring mountains, red rock outcroppings and countless rivers, lakes and waterfalls beg for a road trip. We decided to make the drive, but had another mission: to taste our way through the state.

Follow Forbes Travel Guide's culinary tour in our three-part series. For our first leg, we visited western Colorado, flying into Grand Junction and then setting out to Palisade to discover Grand Valley, the state's little-known wine region. Its high altitude, rich soil and snow-fed irrigation make the land a prime place to grow peaches — the local specialty — apples and other fruit. An open mind and palate are all you'll need to enjoy these wines.

Los Angeles Times

Move over, spirits and craft beer: Colorado now has a growing urban wine scene

When it comes to craft beer, lift a glass to Colorado, whose 348 craft breweries put it in third place among states, according to the Brewers Assn. And toast to its craft distilleries, which are at the fore of farm-to-bar trends, according to Colorado.com.

But don't stop there. Time to say "cheers" to a new and seemingly unlikely kid on the block — wine making, which is taking much of its inspiration from its craft beer forefathers.











It's impossible to talk about Denver's wine scene without mentioning Balistreri Vineyards, where it all started

The family-owned and -operated winery is 10 minutes north of downtown Denver and was the first urban winery to open in the city.

Owner Ray Domenico's grandparents, John and Birdie Balistreri, and his mother, Julie Balistreri, started the winery after leaving the flower business. Their tasting room, opened in 2008, is on the same block where John once sold carnations.

Balistreri is a single vineyard, single barrel, old-school institution and proud of it.

"Our brand truly is special in the sense that we are a small family-owned and -operated winery focused on making natural wines," Domenico said. "Indigenous yeast, no sulfites, unfiltered and unfined. Our production is around 90,000 bottles a year."

Balistreri has 15 varietals and is best known for its Syrah, Petite Sirah and Sangiovese as well as its orange-hued white wines caused by fermenting white grapes "on their skins," like a red wine.

"We have created a following of people that enjoy juicy wines of character with zero manipulation, made in a traditional style," Domenico said.

Info: Balistreri Vineyards, 1946 E. 66th Ave., Denver; (303) 287-5156. Open 11 a.m.-5 p.m. daily for tastings, tours (free) and lunch.

<u>Carboy Winery</u>, a 20-minute drive south of Denver, is housed in an industrial building with a wooden back bar and row of craft wines on tap. Restaurateurs Eric Hyatt and Craig Jones and sommelier Kevin Webber opened Carboy in 2016.

The fusion of wine and food comes to life at their wine club dinners, which feature locally sourced dishes such as roasted beet and heirloom tomato salad with goat cheese and braised leg of lamb.

Carboy's grapes are grown on the western slopes of the Rocky Mountains where the climate is dry, allowing grapes to mature faster. Some of its most popular wines are Viognier, Albariño, Cabernet Franc and Pinot Gris.

"We are working with varietals people aren't as familiar with but do well in Colorado's unique climate and best showcase that terroir, like Tempranillo and Albariño from Grand Valley, and cold-hearty grapes like Viognier," said Webber, director of operation and sales.

"We are kegging our wine in addition to bottling, which cuts down on waste, is more sustainable, carbon footprint-reducing and more economical. Plus, in a beer-driven state, pouring wine off a tap looks cool.

"We also created a tap and fill system where people can purchase a 1-liter refillable Carboy growler."

Info: Carboy Winery, 6885 S. Santa Fe Drive, Littleton, Colo.; (720) 531-5252. Open daily. Tasting flights, \$11-\$15; tours from \$25 by reservation.

The 10 Best Urban Wineries in the Country

The Infinite Monkey Theorem Denver, CO & Austin, TX





Named for an ancient mathematical deduction, The Infinite Monkey Theorem was founded in 2008 in an effort to "create order out of a chaotic system"—that is, the system of harvesting grapes at 4,500 feet above sea level and vinifying them in an alley warehouse in Denver. Located in the River North Art District, the 15,000-square-foot winery recently expanded, adding a second location in Austin, Texas's South Congress District neighborhood. Fruit comes from Western Colorado and the High Plains of Texas, and goes into creating 20 plus wines, ranging from still to sparkling, dry to sweet, and everything in between—some even packaged in cans. The winery also takes its local neighborhoods extremely seriously, seeking to create wines that express their surroundings, not just the winemakers' whims, for a product "born out of" and "representative of the community." Schedule your private tour and tasting on the The Infinite Monkey Theorem's website; public tours are available every Saturday at 5 p.m. and 6 p.m. at the winery's Austin location.

3200 Larimer Street; Denver, CO 80205; (303) 736 - 8376 121 Pickle Road #110, Austin, TX 78704; (512) 956 - 7757

+ Behind the Vines



Behind the Vines: Loveland's Sweet **Heart Winery**

This Napa-style winery's romantic, riverside setting and lovingly crafted wines make it a heartfelt choice for Valentine's Day outings and gifts.

BY TERRI COOK | FEBRUARY 1, 2018





f y ⊕ 5280.com > Booze

David Burks and Jack Cantley are living proof of the French proverb that "In wine, one beholds the heart of another." Decades ago, David moved into Jack's neighborhood, and the two quickly became friends. They started making wine together—coincidentally, both come from wine-making families—slowly progressing from kits to non-grape to "real" grape wines, which they crafted in small batches in Jack's garage. With friends clamoring for more, the easygoing duo, along with their wives, Kathy Burks and Lindsay Cantley, took a leap and purchased property west of Loveland on which to build a California-style winery and tasting room. While David and Jack still have full-time careers, this winery has become a labor of love.

The Space: The winery is located on a gorgeous 8-acre parcel adjacent to the Big Thompson River. The 2013 floods temporarily derailed the winery's construction, but after hauling in tons of dirt to raise the site several feet, the duo erected a gorgeous building that was originally intended to be the showpiece for a timber-framing business. The contemporary, barn-style space has great views of the Devil's Backbone, and the sunny back patio is a comfortable spot to savor a glass of wine, enjoy views of the foothills, and, if you're fortunate, spot a local elk herd.



Behind the Vines: Colorado Cellars

Colorado's original and most-awarded winery offers an unusually diverse selection of vinos.

BY TERRI COOK | FEBRUARY 23, 2018





f 5280.com > Booze

Colorado Cellars, the first winery to create and sell wines made from Colorado-grown grapes, has long been a family business. Owners Padte and Richard Turley planted their first vines in the Grand Valley in 1975, and sons Kyle and Cory now help run the operation. The Turley family roots, however, extend even deeper: One family ancestor arrived in the state in 1824 after traversing the Santa Fe Trail, while another helped found the town of Pueblo in order to distribute his "Taos Lightning" whiskey.

The Space: The tasting room is located in a small stucco building filled with tasteful merchandise displays. Although separated from the tasting counter, the front windows have expansive views of the vineyards and Mount Garfield, the highest peak on the valley's north side.



Canterris Canned Vinos Are Tasty Enough to Wow a Wine Pro

Master of wine Ashley Hausman found a canned wine worth seeking out: Colterris' canned wines, made with 100-percent estate-grown Colorado grapes.

BY ASHLEY HAUSMAN | JULY 12, 2018



5280.com > Booze

Ashley Hausman is a Master of Wine, a sales representative fe the chair of the Legislative and Business Development Comm Industry Development Board.

The crack of the can. It's such a distinctive sound that en its ability to set in motion a series of sensory expectations is the sound of summer, of lightness and sunlight, fun and craft beer...and fine wine? Absolutely.

Canned wine is hardly new; it's been on the market for ye space at your local booze shop as drinkers have embraced A Canterris 4-pack retails at around \$22 and can be found at shops across Denver, from parks, campgrounds, barbecues, and boat rides.

If you aren't yet a believer in the canned-wine gospel, you don't have to look very far to find one of the more impressive iterations on the market; Canterris, by the Centennial State's own Colterris Wines. Colterris began making wine in Palisade in 2001 with a mission to identify and nurture Colorado's unique terroir. Its grapes are 100-percent estate grown, meaning they come from vineyards that Colterris owns and tends to ensure quality at every step of the process.

Canterris may have a playful name, but this vino isn't cutting corners. The cans are vintage-dated to capture the special character and identity of each Centennial State vintage, and the red wine is oak-aged. Even the packaging-attractive, slender 250-ml cans—is more elevated than standard, bulky 375-ml options. Most importantly, all three canned wines are delicious, refreshing, and interesting to drink.

The 2016 Canterris White, a blend of Pinot Gris, Chardonnay, and Sauvignon Blanc grapes, offers a fresh medley of yellow apple, lime zest, and white peach on the palateyou'll want to crush the can in one gulp. The 2016 Canterris Rose of Cabernet Sauvignon presents an attractive bouquet of white blossoms and cherries on the palate followed by a big bowl of fresh raspberries and mint with just a hint of cream on the finish. And the 2015 Canterris Red, a blend of Malbec, Cabernet Sauvignon, Syrah, Merlot, and Cabernet Franc, promises plush boysenberry and cassis flavors with mellow, round tannins; a touch of oak lends itself to warm vanilla spice. My recommendation: Serve the white and rosé good and cold, and the red with a bit of a chill.

destination spots like Argonaut Liquor and Molly's Spirits to neighborhood spots like Mayfair Liquors, Grape Expectations, and Bonnie Brae Liquor.



The World's Highest-Altitude Winery Is Right Here in Colorado

Head to Continental Divide Winery's tasting room in Alma or Breckenridge for a crash course in high-elevation vino.

BY TERRI COOK | JULY 27, 2018





Sure, altitude can make a big impact on baked goods, but did you know that it can also affect the winemaking process? Just ask Jeffrey Maltzman, winemaker and co-owner of Continental Divide Winery. The brand has but it produces its wine at the latter location. elevation of 10,361 feet makes this the highe closest competitor in Chile by about 30 feet.

According to Maltzman—who also owns Ca Creek Vineyards, along with his wife Anamore of its distinct character. (Oxygen is nec wine is ready to bottle, oxygen degrades its a: Divide loves to highlight these differences by opposite sides of the Continental Divide, wh high terrain that separates water that drains that flows westward into the Pacific. East me Colorado resident Kent Hutchinson uses Co California-grown grapes to create Continent

This is evident in side-by-side tastings of the impressive selection of Continental Divide reds, which currently includes a merlot made with grapes from the Grand Valley American Viticultural Area (the grape-growing area surrounding Grand Junction), and a Paso Robles, California Cabernet Sauvignon, both of which are delicious. Whereas the California red has a more peppery aroma, the Colorado version offers more complexity thanks to Grand Valley's hotter and shorter growing season, according to general manager John Bellncula. The winery also has a comparable Merlot pairing, the Colorado version of which boasts stronger floral aromas than the California variety's more berryrich nose and cherry flavor.

Continental Divide also offers a number of whites, including a 2017 Reserve Albariño, which the winery just started pouring a couple of weeks ago. Hutchinson used a special whole-cluster press to produce this crisp wine, which offers great texture and lively tropical notes. And although I'm not normally much of a rosé drinker, I enjoyed the 2017 Haulin' Ass rosé, which is made from three Colorado-grown grape varietals. Named in honor of Burro Days, South Park's signature summer festival), this rosé has a refreshing flavor and slight sweetness is so easy-drinking that Bellncula likens it to "adult Kool-

In addition to a sunny, welcoming tasting room, the Breckenridge facility also has a cozy outdoor seating area that's shielded from traffic noise. This is an ideal spot for sipping the afternoon away, especially when you pair your favorite bottle with a mouthwatering cheese board from the Cheese Shop next door.

If you go: Continental Divide Winery's tasting rooms are located at 505 South Main Street, Breckenridge; 970-771-3443 and at 331 Highway 285, Fairplay; 719-838-2349

+ CO Wine Country as a Destination











21 urban wineries in Denver and along the Front Range

In case anyone *needs* a reason to drink wine, Friday is National Wine Day.

It's a day to celebrate your favorite fermented fruit of the vine. So crack open that box of Franzia merlot from Target — we promise, we will not judge you — or uncork that pretty bottle of Miraval rosé (from a French vineyard still owned by Angelina Jolie and Brad Pitt, incidentally) that you've been saving for a semi-special occasion.

- 1. Enjoy the hard work of a pack by going dog sledding in a mountain town.
- 2. Learn how to be safe in the backcountry with Avalanche Training
- 3. Visit the Ice Castles in Dillion
- 4. Winery hopping in Colorado Wine country
- 5. Ski every day of the year
- 6. Go ice skating (weather permitting) in Evergreen at the largest Zamboni-groomed rink
- 7. See one of the Rockies fireworks games and get on the field
- 8. Dance to keep warm at one of the winter shows at Red Rocks
- 9. Show your own and see the newest styles at Denver Fashion Week
- 10. Slackline at the dedicated slackline park in Denver
- 11. Adventure on a hidden hike in Rocky Mountain National Park
- 12. See films that will probably win Oscars at the 41st Annual Denver Film Festival
- 13. Find tickets to attend Hamilton at the Buell Theatre in Denver

+ CO Wine Country as a Destination







Colterris

A portmanteau of *Colorado* and the Latin word *terris* (meaning "from the land"), *Colterris* uses 100 percent locally grown grapes—and does so exceptionally well. "Their fantastic Bordeaux varietals are some of the best-selling wines at our restaurant," Niernberg reveals of the Grand Valley winery. "[Colterris co-owner] Scott High walked me through some of his Malbec vineyards, and the soil, temperature, elevation and sunlight

of his vineyards are nearly identical to those of Mendoza." And Colterris's Coral—a dry Cabernet Sauvignon rose—is Bin 707's (best seller, Niernberg is especially fond of its fruity, floral Cabei "it's one of the best values available and carries a sense of plac terroir that is totally "Colorado," he says.



Carlson Vineyards

"Carlson Vineyards is a perfect representation of the kind of 'new guard' or 'new school' of [Colorado] winemakers," Niernberg says. Founder Garrett Portra works with varieties such as Gewürztraminer or Lemberger (also known as Blaufränkisch) that are still largely unpopular among mainstream consumers but perform particularly well in the Grand Valley. "The vineyard has a funky, little microclimate with some northand east-facing fruit protecting the more delicate varieties from our intensely hot summers and long days," he explains. "Both his Tyrannosaurus Red and Rivers Edge red blend use Lemberger to create really accessible, affordable, unique wines with more balance and structure than one would expect for the price.

Jack Rabbit Hill

Lance and Anna Hanson are perhaps better known for their Peak Spirits brand (which produces CapRock vodka, gin and brandy), or even their New Avalon Grower Ciders, but their Jack Rabbit Hill Farm wines are incredibly special. Niernberg's first non-Grand Valley pick is also the only USDA certified-organic and Biodynamic-certified winery in Colorado, growing nearly a dozen varieties across 18 acres of land in the North Fork Valley (of which the West Elks AVA is a part). "I love their Rieslings," Niernberg says. "Namely, their superlong ferment, current vintage 2009 Mitzi's Reserve Riesling."



High-Altitude Vineyards that are Changing Wine

The air up there can be a challenge for grape growers, but these extremes can produce memorable wines. Find out the story behind a few of the highest vineyards on six continents.



Proof that persistence pays off at Fox Fire Farms, Ignacio, Colorad

North America Fox Fire Farms, Ignacio, Colorado 6.479 feet above sea level

"We were told grapes wouldn't grow in the mountains of southwest Colorado, but we charged ahead anyway," says owner Richard Parry. In 2004, he and his wife, Linda, made the decision to plant Riesling, Merlot and Pinot Noir across four hectares of their farm in Ignacio, Colorado. Only Riesling survived that first harsh winter, as temperatures often dropped below 0°F.

Located 30 miles south of the San Juan mountain range, spring and autumnal frosts often prove as lethal as winter weather. Also a functioning sheep and cattle farm, the Parrys had their work cut out on the grape-growing front, but research spurred the couple on.

+ CO Wine Country as a Destination

Vacation Idea DREAM VACATION MAGAZINE

20 Best Things to Do in Grand Junction, Colorado

Colorado's Wine Country

Although it's hard to believe that an area better known for skiing and mountaineering can be coaxed into producing great wines, Colorado's Wine Country is home to over 80 individual wineries and includes the highest-altitude vineyards in the U.S. The best time to visit Colorado's Wine Country is late March to May, when the harvest has taken place and many of the wineries offer spring tastings and food and wine pairings. To enjoy a wider range of tastings you can visit in September during the annual Colorado Mountain Winefest, You can take a one-day or multi-day self-guided tour of the area or sign up for a guided tour and leave the driving to someone else. Photo: David Gn/Fotolia



denver life

What to Do in Palisade



Peachy keen

Celebrating its 50th anniversary this year, the Palisade Peach Festival, held in Riverbend Park Aug. 16–19, is the essence of small-town fun. This year's events start on Thursday evening with an ice cream social and the crowning of the "peach queen" and continue over the weekend with farm tours, kid and adult peach-eating contests, plus live music, a peach pit bar, a 5k and 10k run, a parade, and a big tug of war contest. It's a blast.

Capture some views

Venture to the 500-square-mile Grand Mesa National Forest, which has more than 300 lakes for fishing and is home to moose, elk and black bears. Bring your mountain bikes and ride down the Powderhorn Mountain Resort trails or camp or hike one of the many trails. Short on time? Drive the 63-mile Grand Mesa Scenic Byway.

Horse around

Visit the 36,000-acre Little Bookcliffs Wild Horse Area (exit 46 off of I-70; follow the signs to the Coal Canyon Trailhead), one of only three such areas in the country. You can hike, bike or ride your own horse in the Bureau of Land Management-run area, where 90 to 150 mustangs live and run free, along with bighorn sheep.

Super-soak yourself

Take a slow float by raft, stand-up paddle- board or kayak down the Colorado River to James M. Robb Colorado River State Park. If you don't mind a four-hour drive from Palisade, visit Dinosaur National Monument and raft the Green and Yampa rivers, which cut through the national park.

+ CO Wine Industry

colorado DIZ









Colorado Wine Country: the \$300 million industry that keeps growing

DENVER — This year, Americans will drink more than four billion bottles of wine. That's about three gallons per person. But these days, wine country doesn't just mean Napa and Sonoma. Some of the best wines around are being barreled and bottled in the Colorado high country. Our state is now home to a \$300 million wine industry.



Sunrise over Cherokee Vineyard in Palisade, Colorado. It's one of dozens of vineyards in Mesa County, contributing to Colorado's robust \$300 million wine industry.

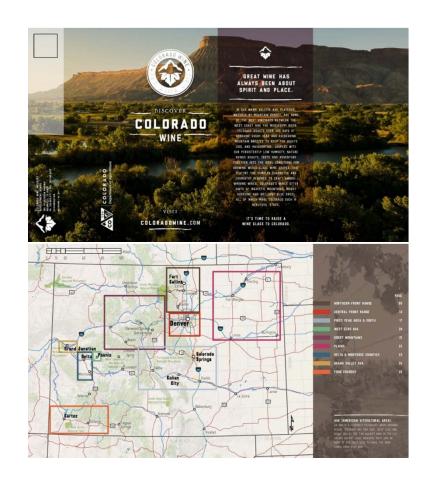
FOX31 traveled to the Western Slope town of

Palisade to profile some of the vineyards, wineries and local innovators who are making a name for themselves in the Colorado wine industry. We'll show you how a Denver winery is now selling canned wine from coast to coast, and even in China. And, we'll take you to the Parker winery where they're making wine in clay pots, just like wine makers did in Europe centuries ago.

We'll also show you the Colorado Mountain Winefest, recently named "Best Winefest in the Nation" by USA Today.

They're all featured in this FOX31 news special, called "Colorado Wine Country":

CWIDB Other Projects



Marketing

- ➤ Brochure reprint 2018
 - Another Reprint spring 2019
 - Is your website listing up to date?
 We will begin calling to confirm listings in February.
 - Contact Doug or Kyle if you need website login assistance or update

Quality

- SCBG in place to hire Viticultural Extension Specialist through CSU Western Region Extension under CJ Mucklow
 - CAVE and the CWIDB sharing the matching costs of this grant
 - Runs through Nov. 2020 and then other funding needed
 - Seminars, workshops, publications and some site visits









Research

- Mapping project of Four Corners/ Montezuma County potential vineyard 1st phase completed
 - See Viticulture Research Report through June 2017, Pg. 11-30
 - "This study provides evidence that nocturnal winter air temperatures stay warmer on the hillsides to the north of Cortez and locations in McElmo Canyon on the coldest of nights than they do in the city of Cortez. "
 - "The hills north of Cortez near Road T between Lebanon Road and Highway 145 may also serve as a potential location for expansion of grape growth."
 - Continuing in 2019 and extended to Fremont County as well
 - Phylloxera: 12 positive sites in Mesa, Delta & Montrose counties plus Front Range
 - Phylloxera bulletin and vineyard "Stop Signs" available
 - More from Horst:
 - SCBG project for drone vineyard surveys in 2018
 - Root stock and grafting trials

Phylloxera Bulletin for the Colorado Grape and Wine Industry

Department of Agriculture

BACKGROUND INFORMATION

Colorado scientists have identified and confirmed the presence of grape phylloxera (Daktulosphara vitifoliae) in multiple commercial vineyards in Colorado:

- August 2015, during a routine Grape Commodity Survey looking for other grape vine pests, the Cooperative Agricultural Pest Survey (CAP5) identified phylloxera in a Larimer County vineya on hybrid vines.
- November 2016, in a Mesa County Vitis vinifera vineyard that requested a consultation about a block of vines showing symptoms that mimic nutritional deficiencies.
- December 2016 through spring 2017, additional surveys positively identified additional vineyard infestations on both vinifera and hybrid vines in other vineyards in Mesa and Delta counties.



Contracts Grape Phytonera Action Bulletin, 2017



- Consumer research from Spring 2018
 - ➤ 500 respondents: 21-70, CO Residents who drank wine in the past month
 - > Awareness is strong but flat:
 - 77% of monthly wine drinkers are aware wine produced in CO;
 - up from 73% in 2016, 76% in 2017, but 96% for CA wines in 2018
 - 84% of 51-70 year olds aware of CO wines
 - > Consumption:
 - 66% have consumed CO wine; up from 63% in 2016 and 2017
 - 86% of those aware of CO wine have consumed it, up only slightly from 2017, but significantly higher than general sample of 66%
 - Trial and repeat are a larger challenge than awareness





COLORADO WINE. 3NIHS OF MOUNTAINS &

- ➤ Purchase History and Interest:
 - 40% of monthly wine drinkers report purchasing California wine vs. 16% for Colorado wine (down from 20% in 2017)
 - 21% say they have never purchased CO wine, citing reasons as:
 - Not familiar/haven't tried it/don't know enough about it (21%)
 - Prefer other brands/wine from other places are better (17%)
 - o Too Expensive (17%)
 - Not as available as other wines (14%)
 - Future purchase interest (PI) for CO wines down to 64% from 68% in 2017 vs. 86% for CA wines and 76% for European wines
 - o 29% undecided; 7% probably or definitely will not buy
 - PI is significantly higher for those who have consumed CO wines, consumers 21-35 and hard cider drinkers

- Consumer research from Spring 2018
 - > Purchase Behavior:
 - CO wine share of wine purchases (>=20%) DOWN to 30% of consumers in 2018 from 39% in 2017
 - 21-35 year olds and hard cider drinkers both devote more than 40% of purchases to CO
 - o 51-70 year olds down significantly from 2017 (19% vs. 27%)
 - <u>Insight</u>: "A younger, experimental drinker continues to be a good target for future Colo. Wine purchases."
 - Denver metro area where billboards run:
 - 77% <u>awareness</u> vs. only 15% <u>consumption</u> weekly or monthly (-68 pts.) or 48% <u>consumption</u> few times/year (-35 pts.)
 - Neighborhood liquor stores (distinct from large volume RLS or LLDS) are where consumers purchase 36% of all wine and 34% of Colorado wine.
 - Farmers Markets represent only 1% of wine purchases, 3% for CO wine
 - 70% of consumers expect to buy CO wine in a liquor store vs. 57% in a tasting room



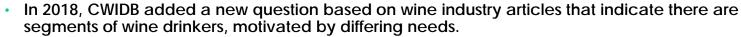
- Consumer research from Spring 2018
 - ➤ Pricing:
 - 78% of consumers report spending \$9-19.99 for a bottle vs. 70% CO wine drinkers expect to pay \$12-24.99/bottle
 - Perception of value of CO wine being "priced fairly" is down 69% in 2018 from 74% in 2017
 - Perception of Quality in CO wine is down in 2018, 45% from 50%
 - CO wine drinkers who feel
 CO wine is of good quality
 down to 51% in 2018 from 62% in 2017
 - CA wine quality perception is 79%, unchanged
 - Reasons for not purchasing CO wines
 - o availability (24%)
 - o unfamiliarity (21%)
 - o poor image (16%)
 - o too expensive (17%)
 - o don't taste good (11%)

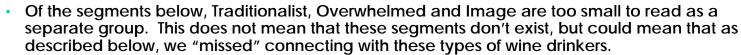


Why don't you consume or purchase more Colorado wines Top Open-end – 2018 (n=463)	? %
Not familiar/haven't tried it/don't know enough about Colorado wines/ need to try it to determine	21%
Prefer other brand/other wines from other places are better	17%
Expensive/high price	17%
Availability/not as available as other wines	14%
TRIL	2018 TOTAL SAMPLE
Why you don't consume or purchase more of Colorado wines (aided list)	(n=500)
I cannot find Colorado wines where I purchase or consume wine	24%
Colorado wines are too expensive	17%
Colorado wines don't have the prestige or same imagery as other types of wine I usually like to buy	16%
I hear, or believe that Colorado wines don't taste good	11%
I hear, or believe that Colorado does not grow good grapes for wine production	10%
I hear, or believe that Colorado wines taste too fruity	9%
I hear, or believe that Colorado wines are too sweet	8%
The labels are not attractive on Colorado wines.	3%
None of the above (new in 2018; data not)	42%

Consumer research from Spring 2018

Scoresheet - Segments of wine drinkers:





SEGMENTS	Among the total sample	% Total
Traditionalist (n=63)	I tend to drink a range of wines from established, well-known wineries.	13%
	I feel comfortable with my knowledge of wine, which might be more than the average wine drinker. I like to take my time to browse the wine section to seek out new and interesting wines.	30%
Overwhelmed (n=57)	I am sometimes a little overwhelmed or confused by all the choices on a wine list or at a liquor store, which leaves me at a loss as to what kind of wine I want to buy or drink.	11%
Savvy (n=98)	I enjoy shopping at different stores in search of the best deals and discovering new wines. I always have a few favorites to fall back on to supplement my discoveries.	20%
Satisfied Sipper (n=126)	I feel that I don't know a lot about wine, but I do know what wines I like. I tend to drink the same wines that I know I like.	25%
Image (n=4)	I sometimes use the Internet to seek out highly-rated wines, new innovations and to learn more about wines. I am often the first among my friends to try a wine.	1%

Q. 8 When you drink or purchase wine - which of the following statements describes you the best?

Consumer research from Spring 2018

Scoresheet - Segments of wine drinkers:

- Enthusiast is the largest segment and vs. the other two, skews heavier male (63%) & older = 40% are ages 51-70. Largest group (78%) to have consumed CO wine. The largest (25%) to purchase CO wine weekly or monthly. Spend the most on average for a bottle of wine (\$16.72).
- Savvy 70% are female. Highest group showing interest in future to purchase CO wine (75%). Less than half (48%) perceive CO wine to be of good quality – this is significantly lower than California wine impressions (77%).
- Satisfied Sipper smallest group to have consumed CO wine 56% & lowest aware of CO wine (68%).
 Only 3% purchase CO wine weekly or monthly the smallest. Lowest on T2 Box PI for CO, Cali and European wines. Spend the lowest on average per bottle of wine (\$11.98). Lower number believe CO wine is quality (34%).

Segments (q 8)- 2018	Enthusiast	Savvy	Satisfied Sipper
	N=152	N=98	N=126
Weekly +	83%	78%	52%
% male	63%	30%	37%
Denver Metro resident	53%	50%	54%
21-35	29%	35%	32%
36-50	32%	28%	19%
51-70	40%	38%	49%
% Aided Aware of Colorado Wine Q2	85%	84%	68%
% Consumed Colorado Wine Q 3 based to total	78%	67%	56%
% Consumed Colorado Wine Q 3 among those aware of CO wine	92%	81%	82%
% purchase CO wine weekly or monthly - Q 9	25%	12%	3%
% T2 Box Future PI – q 10 – COLORADO	64%	75%	56%
% T2 Box Future PI – q 10 CALIFORNIA	91%	87%	82%
% T2 Box Future PI – q 10 EUROPE	88%	80%	57%
Quality perception – Colorado wine – T2 Box %	52%	48%	34%
Quality perception – California wine – T2 Box %	86%	77%	74%
Typically Spend on Wine – Average – Q 5	\$ 16.72	\$ 13.12	\$ 11.98

- Recommendations from Focus Research
 Stratogy for wineries
 - & Strategy, for wineries
 - ➤ Disrupt the messaging patterns by trying new communication and awareness building tactics



- ➤ Placement in neighborhood liquor stores with local products
- Increase quality perception
 - Quality messaging: telling the story, citing awards, encourage visiting winery to enhance the experience
 - Creative promotions with restaurants: CO wine tour, tasting a different wine or region each week or month
 - Target Colorado publications with press releases touting awards, quality procedures, etc.
- Develop customer retention, loyalty and repurchase programs
- Identify and promote occasions to drink CO wine
- ➤ Target younger and experimental consumers (21-35 and cider drinkers)



- Recommendations to be Incorporated into RFP for Marketing/PR Firm this Spring
 - Disrupt the messaging patterns by trying new awareness tactics
 - > Focus on social media--more measurable, targeted advertising
 - ➤ Evaluate increased spending on events and consumer/buyer experiences instead of paid advertising
 - Greater outreach to retail tier partners
 - Front Range Festival or similar event that could supplement Mountain Winefest and Colorado Uncorked
 - Increase quality perception
 - Quality messaging: telling the story, citing awards, drive winery visitation to enhance the experience
 - Creative promotions with restaurants
 - Target Colorado publications with press releases touting awards, quality procedures, etc.
 - ➤ Target younger and experimental consumers (21-35 and cider drinkers)

Coordinated samples to critics and pubs

- ➤ JamesSuckling.com
 - 47 CO wines, median score of 89 points
 - Snowy Peaks (Estes Park) Elevé 2016, 92 points
- ➤ Mark Squires, Wine Advocate
 - Infinite Monkey Theorem (Denver) 2014 Bubbles Universe, 91 pts.
 - Bookcliff Vineyards (Boulder) 2015 Cab Franc Reserve, 90 pts. and "Top Value American Wines of 2018"
- ➤ Wine Enthusiast: CTO Statewide Marketing Grant of \$25,000 for a full-page ad and collateral electronic ads with new CO wine reviews
- ➤ Vogue: "the Grand Valley AVA, where the landscape is dramatically different from anywhere else in the state...in one of the country's most exciting yet unknown wine regions."
- Jeremy Hubbard with Fox31 (Denver):
 "Colorado Wine Country"



CWIDB Issues of Interest

Statutory and Regulatory Changes

- ➤ New sales tax collection rules, pending 2019 Legislative action SB19-006
- ➤ New Liquor Rules effective Jan. 1, 2019
 - 47-104: Wine Direct Shipper's Permit holder cannot solicit in-person sales except on winery license premises, sales rooms or wine festival
 - 47-313: In-store tastings can be conducted by wholesaler or winery rep who has completed approved seller-server training, such as TiPS; product must still come from retailer's inventory.
 - 47-322: Unfair Trade Practices
 - A. Wholesaler (winery) invoices "must clearly designate a price paid for each product, which shall not be less than the wholesaler's laid-in cost of each product." RLS or LLDS cannot receive any product below your cost, with certain specific exceptions.
 - o B. "On-site sales promotions" include on-premise sampling (different than in-store tasting) and off-premise giveaways.
 - o J. Other goods provided to a retailer must be charged at fair-market value.
 - o L. Value of Labor: a supplier, at their discretion, may stock, rotate, price stamp and merchandise an alcohol beverage product on a retailer's licensed premises more than 4 times/week, or 5 times/week during 12 weeks of the year. All suppliers—wholesalers, brokers, winery reps, etc.—count toward that 4 or 5 times. Retailers and suppliers must keep logs for all stocking and similar activities.
 - 47-901, Public Consumption of Alc Beverages: local licensing authorities may now allow the public consumption of wine and spirits in addition to beer. Parks and Wildlife have allowed public consumption of all beverages on state parks.
 - 47-904 F, Product labeling: no waiting period between registering a new product and offering it for sale.









Thank you

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